

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 AGR-10 OPIC-06 USIA-15

/051 W

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R 231225Z JAN 76

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 5352

INFO AMCONSUL ZAGREB

UNCLAS BELGRADE 453

E.O. 11652: NA

TAGS: BEXP YO

SUBJ: REVIEW OF FY 76 COUNTRY COMMERCIAL PROGRAM (CCP)

SUMMARY: DESPITE PERSONNEL GAPS, COMMERCIAL ACTIVITY PROCEEDING AT SCHEDULED LEVEL. THROUGH CAREFUL READJUSTMENT OF CCP, MISSION HAS GAINED SOME ADDITIONAL TIME FOR INTERPRETATIVE REPORTING AND MARKET RESEARCH THAT WAS NOT COMTEMPLATED IN ORIGINAL PROGRAM. WE HAVE ALSO BEEN ABLE TO RESPOND TO UNEXPECTED DEMANDS FOR BUSINESS SERVICES AND INVESTMENT FACILITATION. ACTION REQUESTED: \$1,500 REQUESTED TO SUPPORT POST-CONDUCTED MARKET RESEARCH ON ENERGY SYSTEMS. END SUMMARY.

1. COUNTRY ACTION GROUP(CAG) IN MEETING JAN 22 REVIEWED PROGRESS OF CCP DURING FIRST HALF FY 76, CONCLUDED SOME MODIFICATIONS NEEDED IN PLAN FOR BALANCE OF FISCAL YEAR, AND PREPARED (SEPTTEL) RECOMMENDATIONS FOR FY 77.

2. CAMPAIGNS GENERAL PSKKN TARGET AND EXPECTED PROCEED AS PLANNED:
--1.1 ENERGY SYSTEMS: MAJOR PROJECTS ACTIVITY HIGHER THAN ANTICIPATED. CONSIDERABLE TIME SPENT ASSISTING US BIDDERS ON KOSOVO THERMOELECTRIC PROJECT; THEY NOW APPEAR TO HAVE BETTER THAN EVEN CHANCE TO WIN CONTRACT. REPORT SUBMITTED ON LARGE BUK BIJELA HYDRO PROJECT; US FIRM MAY BID. AMCONSKL ZAGREB FOLLOWING PLANNING FOR SECOND NUCLEAR POWER PLANT BUT NO SIGNIFICANT DEVELOPMENTS SINCE AUGUST STATUS REPORT. TSS ON ENERGY SYSTEMS
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POSTPONED UNTIL FIRST QUARTER FY 77. CAMPAIGN WORKSHEET AMENDED

TO SHOW THAT MISSION DURING THIRD AND FOURTH QUARTERS FY 76 WILL PREPARE MARKETING DATA TO SUPPORT TSS. MISSION CAN PROVIDE FULL MARKET ANALYSIS IF COMMERCE CAN PROVIDE \$1,500 FOR TEMPORARY PROFESSIONAL AND SECRETARIAL ASSISTANCE.

--1.2 FOOD PRODUCTION AND PROCESSING MACHINERY: CAMPAIGN HAD ANTICIPATED CONSIDERABLE TIME NEEDED TO SUPPORT EXHIBIT AT NOVI SAD IN MAY 76. SINCE EXHIBIT PLANS CANCELLED, WE WILL USE TIME TO PERFORM COMPLETE RESEARCH STUDY ON MARKET FOR FOOD PROCESSING AND PACKAGING EQUIPMENT IN ANTICIPATION FY 77 ACTIVITIES.

--1.3 PRINTING AND GRAPHIC ARTS EQUIPMENT: CAMPAIGN COMPLETE.

--1.4 MAJOR PROJECT AND PRODUCT OPPORTUNITIES: CAMPAIGN WILL BE SLIGHTLY AHEAD OF SCHEDULE WITH COMPLETION OF SEVERAL REPORTS NOW UNDER PREPARATION OF MAJOR PROJECT OPPORTUNITIES IN PETROCHEMICAL SECTOR.

--1.5 PORT EQUIPMENT AND ENGINEERING SERVICES: TRADE MISSION POSTPONED TO THIRD QUARTER. CAMPAIGN WELL IN HAND, BUT MISSION DEVOTING MORE PERSONNEL RESOURCES THAN ORIGINALLY SCHEDULED, DUE TO EXTENSIVE ADVANCE WORK AND PLANNING NEEDED TO DIVIDE MISSION INTO TWO GROUPS AND HAVE EACH GROUP VISIT SEVERAL PORTS.

--1.6 METALWORKING AND FINISHING EQUIPMENT: SUBSTANCE OF CAMPAIGN COMPLETE WITH GOOD RESULTS. MISSION, HOWEVER, WILL NOT SUBMIT PRODUCT THEME RECOMMENDATIONS SCHEDULED BY MAR 3-- SINCE THIS SECTOR WILL BE IN CATEGORY OF DEFERRED ACTIVITIES IN FY 77.

3. OTHER PRIORITY CAMPAIGNS:

--2.1 SUPPORT US-YUGOSLAV ECONOMIC COUNCILS: THIS ACTIVITY SHOWING GOOD RESULTS. SEVERAL US AND YUGOSLAV ENTERPRISES HAVE TOLD US THAT MISSION'S SUPPORT WAS RESPONSIBLE FOR SUCCESS OF MAY 75 JOINT MEETING IN DUBROVNIK AND THAT CONTACTS AT DUBROVNIK HAVE LED OR ARE LEADING TO SIGNIFICANT BUSINESS RESULTS. US COUNCIL PRESIDENT AND EXECUTIVE SECRETARY WILL VISIT YUGOSLAVIA IN LATE MARCH TO PLAN JOINT MEETING SCHEDULED IN JUNE AT BLED. WE ANTICIPATE THAT WE WILL ONCE AGAIN HAVE TO PROVIDE SUPPORT FOR MEETING, BUT WE WILL PUSH YUGOSLAV SIDE TO DO MORE THAN PREVIOUS YEAR.

--2.2 STRENGTHEN COMMERCIAL LIBRARY SERVICES AND PROMOTE PROCESS CONTROL EQUIPMENT: IMPROVEMENT IN LIBRARY SERVICES PROCEEDING ON SCHEDULE. PROMOTIONAL EFFORT CANCELLED, HOWEVER, SINCE MISSION HAS NOT RECEIVED NEEDED MATERIAL FROM WASHINGTON.

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--2.3 ADDRESSOGRAPH SYSTEM: PLAN FOR USE OF ADDRESSOGRAPH SUSPENDED SINCE WE HOPE WE WILL BE ABLE TO MAKE USE OF COMPUTERIZED ARS WHICH USIS MAY HAVE OPERATIONAL WITHIN NEXT YEAR.

4. OTHER ACTIVITIES:

--TRADE MISSIONS: MISSION WOULD WELCOME AN AGRICULTURAL TRADE MISSION IN FOURTH QUARTER FY 76. SUBSTANTIAL OPPORTUNITIES EXIST FOR SALES OF AGRICULTURAL MACHINERY, FOOD PRODUCTION AND PACKAGING

SYSTEMS, US ENGINEERING SERVICES AND INVESTMENT IN AGRIBUSINESSES. WE AWAIT WORD FROM OPIC ON WHETHER MISSION OF US CONSTRUCTION COMPANIES WILL COME HERE TO DEVELOP US-YUGOSLAV BUSINESS OPPORTUNITIES IN THIRD COUNTRIES. SHOULD OPIC MISSION BE SCHEDULED IT SHOULD OCCUR AT LEAST 6 WEEKS APART FROM ANY AGRICULTURAL TRADE MISSION.

--CERP SCHEDULE AND CERP ALERTING REPORTING: SCHEDULED CERP ADJUSTED TO PERMIT INCREASE IN ESSENTIAL INTERPRETATIVE REPORTING. (SEPTTEL SENT THIS SUBJECT)

--INVESTMENT PROMOTION FACILITATION: THERE HAS BEEN SHARP INCREASE IN US BUSINESS VISITORS SEEKING ADVICE ON PROSPECTIVE INVESTMENT OPPORTUNITIES. ASSISTANCE TO SUCH VISITORS SUPPORTS COMMERCIAL GOALS STATED IN SECTION 1 OF CCP.

--BUSINESS SERVICES: YUGOSLAV IMPORT RESTRAINTS HAVE REQUIRED A SHARP INCREASE IN ASSISTANCE TO US EXPORTERS. WE HAVE MADE REPRESENTATIONS TO HELP SAVE SEVERAL LARGE CONTRACTS SUCH AS \$7 MILLION SALE OF AGRICULTURAL MACHINERY.

--LABOR SEMINARS: USIS WILL TAKE OVER RESPONSIBILITY PREVIOUSLY HELD BY ECONOMIC/COMMERCIAL SECTION TO SUPPORT LABOR SEMINARS. TO THE EXTEND POSSIBLE, THEMES OF SEMINARS WILL CONTINUE TO SUPPORT COMMERCIAL OBJECTIVES.

5. PERSONNEL RESOURCES: ECONOMIC/COMMERCIAL SECTION HAS BEEN HAMPERED BY UNEXPECTED PERSONNEL GAPS, INCLUDING LACK OF SCIENCE ATTACHE FOR FIVE MONTHS (TDY ATTACHE FILLED IN FOR ONLY TWO MONTHS OF INTERVAL.)

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BELGRA00453
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760027-0902
From: BELGRADE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760129/aaaaazhl.tel
Line Count: 143
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: blochd0
Review Comment: n/a
Review Content Flags:
Review Date: 25 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 JUN 2004 by schwenja>; APPROVED <09 NOV 2004 by blochd0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: REVIEW OF FY 76 COUNTRY COMMERCIAL PROGRAM (CCP) SUMMARY: DESPITE PERSONNEL GAPS, COMMERCIAL ACTIVITY PROCEEDING
TAGS: BEXP, YO
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006